

BEST START IDAHO

BREASTFEEDING PROMOTION
& SUPPORT MATERIALS

FREE TO IDAHO'S PARTNERS IN PROMOTING & SUPPORTING BREASTFEEDING

B E S T S T A R T I D A H O
BREASTFEEDING PROMOTION & SUPPORT MATERIALS

These materials are available from the Idaho WIC Program and are
FREE of charge to Idaho physicians, hospitals, clinics, and other Idaho
partners in promoting and supporting breastfeeding. To order, complete
the enclosed order form and mail or fax to:

Idaho WIC Program; PO Box 83720;

Boise, Idaho 83720-0036

Fax: (208) 332-7362

General Breastfeeding Promotion and Support Items



Gratitude Cards

Send your community partners or colleagues a full-color gratitude postcard, thanking them for their efforts to promote and support breastfeeding.

Up to 10 of each per request

Modern Mom/Baby Print (Orange/Blue) - #1000M

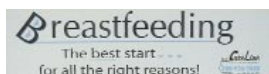
Artist RC Gorman Print (Pink/Blue) - #1000G



Plastic Bags with Breastfeeding Message

Use these bags to get a positive breastfeeding message out in your community or organization. Originally developed for prenatal patient information packets and giveaways at health fairs and conference exhibits.

Up to 100 per request - #1001



Supersized Breastfeeding Magnet

A large, bumper sticker sized magnet to use during World Breastfeeding Month in August or to inexpensively market a positive breastfeeding message in your community. Easy to put on and take off of cars, metal doors, bathroom stalls, filing cabinets, and more.

Up to 25 per request - #1002



Kangaroo Crib Card

Keepsake for parents and a free way to replace crib cards containing formula company advertisements/logos. Includes supportive breastfeeding message and space for parents to record baby information.

Up to 500 per request

Pink - #1003P

Blue - #1003B



Fan Listing Breastfeeding Benefits

Promote breastfeeding while helping others stay cool by providing this red, white, and blue fan listing key health benefits of breastfeeding. Give away at health and regional fairs and festivals or to patients and clients during the hot summer months.

Up to 100 per request - #1004

Breastfeeding-Friendly Messages for Clinic, Hospital, & Work Environments



Pens and Note Pads

Show your support for breastfeeding as an important health choice by using these colorful note pads and pens that contain a positive breastfeeding health message. Use these to replace note pads and pens that advertise infant feeding products that compete with breastfeeding.

Pens: Up to 25 per request - #2000P

Note Pads: Up to 100 per request - #2000N



Loving Support Posters

Beautiful full-color posters with focus group tested messages that address common barriers to breastfeeding. English, Spanish, and Native American versions are available.

Up to 5 per organization

Busy Moms

English - #2001E

Spanish - #2001S

Native American - #2001N

Embarrassment

English - #2002E

Spanish - #2002S

Native American - #2002N

Encouragement

English - #2003E

Spanish - #2003S

Native American - #2003N



Loving Support Pamphlets

These full-color pamphlets contain focus group tested messages that address common barriers to breastfeeding and compliment the Loving Support posters. English, Spanish, and Native American versions are available.

Up to 100 per request

Busy Moms

English - #2004E

Spanish - #2004S

Native American - #2004N

Embarrassment

English - #2005E

Spanish - #2005S

Native American - #2005N

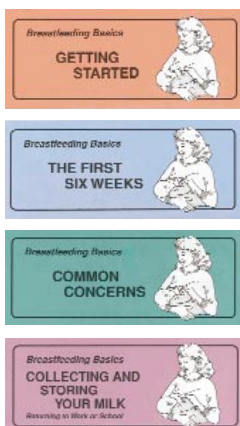
Encouragement

English - #2006E

Spanish - #2006S

Native American - #2006N

Breastfeeding Information and Support for Families



Breastfeeding Basics Pamphlet Series

Series of four pamphlets developed by Idaho physicians, health care professionals, and consumers. Provide the "need to know" information for successful breastfeeding. Appropriate for pregnant and breastfeeding women and their families. Available in English and Spanish.

Up to 1000 per request - Order in groups of 100

Getting Started -

English - #3000E

Spanish - #3000S

The First Six Weeks

English - #3001E

Spanish - #3001S

Common Concerns

English - #3002E

Spanish - #3002S

Collecting and Storing Milk

English - #3003E

Spanish - #3003S



Idaho's Local Community Breastfeeding Resource and Referral Tear Sheets

Idaho's 7 local area Breastfeeding Promotion Councils and Coalitions have each developed a breastfeeding resource and referral information sheet specific to for their geographic location. One side lists community-based referral resources and the other side contains parent information. Comes in pads of 50 by area of the State.

District 1, Couer d'Alene area - #3004

District 2, Lewiston area - #3005

District 3, Caldwell/Nampa area- #3006

District 4, Boise area - #3007

District 5, Twin Falls area - #3008

District 6, Pocatello area - #3009

District 7, Idaho Falls area - #3010

Working & Breastfeeding: Information for Employers, Employees, & Child Care Providers in Idaho



Breastfed Babies Welcome Here!

Resource Packet

Information for child care providers. Includes a poster welcoming breastfed babies, tips for how to care for breastfed babies, and a guide for parents on how to prepare their breastfed babies for the transition to child care.

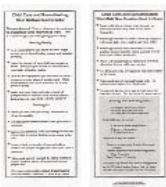
Up to 2 per request - #4000



Breastfeeding: The Best Investment

Information for employers describing how support for breastfeeding employees improves the bottom line for businesses.

Up to 100 per request - #4001



What Child Care Providers Need to Know/ What Breastfeeding Mothers Need to Know

For child care providers and parents. Information card providing facts about caring for breastfed babies in a child care setting.

Up to 500 per request - #4002



Working and Breastfeeding: Can You Do It? (Yes You Can)

Educational booklet describing how employment and breastfeeding can work together.

Up to 10 per request

English - #4003E

Spanish - #4003S



Working and Breastfeeding in Idaho: Support for Breastfeeding Employees

This kit has been developed by Idaho's Central District Breastfeeding Promotion Council as a resource for employers and breastfeeding employees. The kit contains compelling facts about the costs and benefits of supporting breastfeeding employees, nuts and bolts information on how to easily accommodate the needs of a breastfeeding employee, and reproducible employee fact sheets about making breastfeeding and employment work. Can be easily customized.

Up to 5 per request - #4004

Resources for Physicians, Health Care Professionals, Educators, and Public Health Planners



HHS Blueprint for Action on Breastfeeding (2000)

This Health and Human Services publication outlines the United States plan for promoting and supporting breastfeeding and includes key recommendations based on scientific findings.

Up to 5 per request - #5000



Advancing Women's Health: Health Plans' Innovative Programs in Breastfeeding Promotion (2001)

This monograph, published by the American Association of Health Plans and the Office of Women's Health, describes innovative projects and case studies that demonstrate how health plans can support the decision to breastfeed.

1 per request - #5001



Best Practices in Women's Health: Identifying Innovative Care - Breastfeeding

This booklet, from the American Association of Health Plans and the Office of Women's Health, describes health plans that have developed outstanding, comprehensive approaches to breastfeeding promotion and support, and lists 10 questions that will help consumers identify health plans that support breastfeeding.

1 per request - #5002



Breastfeeding in the United States: A National Agenda (2001)

This publication from HRSA (Health Resources and Services Administration) outlines the mission, vision, goals, and objectives of the United States Breastfeeding Committee, providing a unified direction for promoting and supporting breastfeeding in the United States.

Useful to physicians, health care professionals, and public health planners in identifying their roles in supporting and promoting breastfeeding.

Up to 5 per request - #5003



Breastfeeding: Best for Idaho (2001)

This report outlines the vision and mission of the Idaho Breastfeeding Promotion Committee and details recommendations for promoting and supporting breastfeeding in Idaho.

1 per request - #5004



Evidence-Based Guidelines for Breastfeeding Management during the First Fourteen Days (1999)

This publication, funded by the United States Maternal-Child Health Bureau and developed by a multidisciplinary panel of experts, outlines evidence-based lactation management guidelines for health care professionals.

1 per request - #5005



A Review of the Medical Benefits and Contraindications to Breastfeeding in the United States (1997)

A technical information bulletin written by Ruth Lawrence, M.D. Outlines both the benefits of and contraindications to breastfeeding.

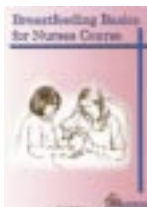
1 per request - #5006



ACOG Educational Bulletin - Breastfeeding: Maternal and Infant Aspects (2000)

An educational bulletin developed and produced by the American College of Obstetricians and Gynecologists. Describes the benefits and barriers of breastfeeding and the important role physicians play in promoting and supporting breastfeeding during the perinatal period.

Up to 5 per request - #5007



Breastfeeding Basics for Nurses Course (2001)

This basic breastfeeding training course, developed by Madison Memorial Hospital, is designed as a self-study program for hospital nurses. Each of 6 lessons has a chapter review worksheet and a written test. The course requires the completion of a skills lab. Topics include the benefits of breastfeeding, teaching skills, breast anatomy, helping mothers and babies get off to an early start, maternal clinical challenges, and neonatal clinical challenges.

Up to 20 per organization for staff training - #5008



Basic Lactation Concepts Training Curriculum Kit (2001)

This basic lactation training curriculum was developed by the IdaWa Breastfeeding Coalition and St. Joseph Regional Medical Center as a one-day training course for health care professionals. The training curriculum contains objectives, pre-test, content outline, bibliography, handouts, evaluation form, and Power Point slides for presenting the training. Topics include prenatal breastfeeding promotion, advantages of breastfeeding, anatomy and physiology of the breast, initiating and managing breastfeeding, tools that support breastfeeding, early breastfeeding difficulties, lifestyle issues affecting breastfeeding women, weaning, and community resources.

1 per request - #5009



Information "Trigger" Cards

Basic WIC Program information describing qualifications, services offered, and where and how to get more information. Available in both English and Spanish. Plastic holders are available in limited quantities.

Note: WIC Information Cards are updated annually-approximately May of each year.

Up to 1000 per request

English - #6000E

Spanish - #6000S

Up to 2 plastic holders per order - #6000P



Idaho WIC Authorized Food List

This colorful pamphlet displays pictures of the foods offered through the Idaho WIC Program. Available in English and Spanish.

Up to 500 per request

English - #6001E

Spanish - #6001S

Up to 2 plastic holders per order - #6001P

Detailed information about the Idaho WIC Program can be found at:
<http://www2.state.id.us/dhw/wic/>.

The Idaho WIC Program welcomes your questions, comments, or suggestions about these materials. Contact the Idaho WIC Program at (208) 334-4934 or e-mail Linda Morton, State State Breastfeeding Promotion Coordinator, at mortonl@idhw.state.id.us.

ORDER FORM

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Name: _____ Telephone: (208) _____

Organization/Group:

Mailing Address:

City: _____, IDAHO Zip: _____

Use trim line to cutout order form to fax,
mail or for making additional copies.

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WIC is an equal opportunity provider and employer



IDAHO DEPARTMENT OF
HEALTH & WELFARE

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